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# Iowa WIC Vendor Newsletter

## WE NOW APPROVE YOGURT!

We are excited to announce that beginning April 1st, we are adding yogurt to our program. In order to be a WIC eligible yogurt it must meet these basic criteria:

- 24oz or 32oz
- Greek or Traditional
- No added candy, granola, or honey

We will spread the word with our participants and make sure they know what qualifies and what does not.

We have already collected many UPCs for the products that will qualify, but if you find a product in your store that you believe should be approved, but is not scanning at the lane, don't hesitate to send in a request. You can find more information about requesting UPCs on page 2.

## QUARTERLY NEWSLETTER

The Iowa WIC Vendor Newsletter which has been a monthly edition, will be transitioning to a quarterly newsletter. Starting April, you will be receiving the Vendor Newsletter only 4 times per year. Look forward to receiving the Newsletter during these months:

January, April, July, and October.

We will continue to keep you up to date on the most current and important information. If you have questions about any information in this newsletter please contact:

Cassy Benedict at [cassy.benedict@idph.iowa.gov](mailto:cassy.benedict@idph.iowa.gov) OR

Ken Kane at [kenneth.kane@idph.iowa.gov](mailto:kenneth.kane@idph.iowa.gov)

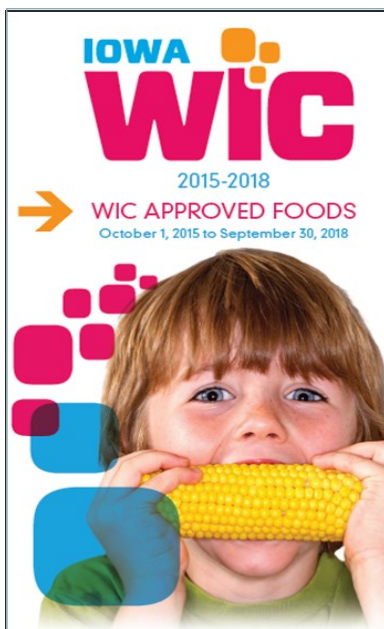


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### SPECIAL POINTS OF INTEREST

- New Food Flyers are Being Distributed
- Next Counties to Receive eWIC
- New Claims Procedure for eWIC
- Contact Information for your POS system



## FOOD FLYER UPDATE

With some of the recent changes to our approved foods, we have updated our Food Flyer.

We will be shipping out the new flyer in the upcoming weeks. If you do not receive any by mid-late April, please call the WIC State Office and let us know.

If you run out of flyers, give us a call and we will get more shipped out to you.

Please keep these in an area available to participants.



Some of the changes made:

- Addition of Yogurt
- Store and National Brand Cereal are both at 12oz or larger
- Approved Brands for some of the products have changed
- Updated Images of Products

*Have a question or comment about eWIC? Send it our way!  
IowaWIC@idph.iowa.gov*

## UPC REQUEST

We ask that you use this form to submit requests for items that are not ringing up at the lane, or that you feel should be added to our APL (approved products list).



Please fill out the blue area of the form and be sure to give the full 12 digit UPC. Most requests are processed and entered into the APL in 1-3days.

The UPC request form can be found online at:

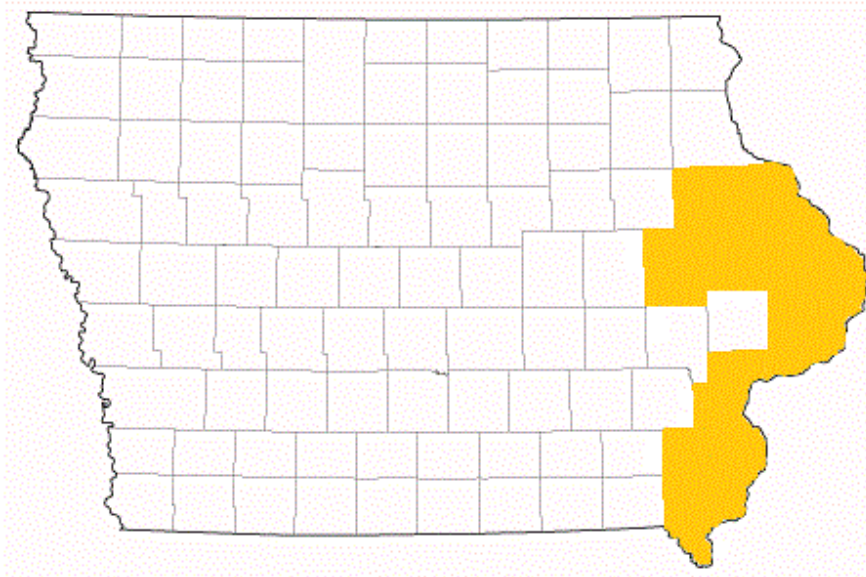
<http://idph.iowa.gov/wic/ewic-vendors>

## UPC REQUEST PROCESS FORM

### Iowa WIC UPC Submission Form

 <b>Iowa Department of Public Health</b> Promoting and Protecting the Health of Iowans Gerd W. Clabaugh, MPA Director								
Name of company submitting UPC: Address: City-State-Zip: Email address: Telephone #: FAX #: Name of person submitting form:		<b>▼ State Use ▼:</b> Date Received by IDPH: Date reviewed by IDPH: Person reviewing information: Action by State: <b>Approved OR Rejected</b> Date entered in APL listing: Date item will be activated:						
UPC and PLU Information					Attach Images			
12-13 Digit UPC Number – Include leading (Number System Character) and trailing (Check) digit.	Product Description	UOM (lbs., ounce, grams, etc.)	Selling Unit Size	Selling Unit Retail	Ingredient Information	Nutrition Panel	Product	Barcode
725874258968	XYZ tomato juice	ounces	48 oz.	\$2.57	Y/N	Y/N	Y/N	Y/N

Please submit the form by faxing it to 515-281-4913 or e-mailing it to IowaWIC@idph.iowa.gov.



*Counties Rolling out for the month of March*

## ARE YOU READY FOR EWIC?

This month employees from the WIC State Office will be stopping by stores in the following counties to complete Level 3 Certifications:

- Clinton,
- Delaware
- Des Moines
- Dubuque
- Henry
- Jackson
- Jones
- Lee
- Linn
- Louisa
- Muscatine

Not all stores will require Level 3 Certifications. If we do not visit you during your county's roll out, and you have questions, please call the WIC State Office. We will be happy to answer any questions you may have.

Don't worry! If we plan on stopping by for a visit, we will call you in advance to make arrangements.

The entire process usually takes under 30 minutes, but can take longer so please be flexible.

## Level 3 Certifications and Readiness Checks in April:

4/4-4/15: Chickasaw,  
Bremer, Grundy, Black  
Hawk, Buchanan,  
Benton, Howard,  
Winneshiek,  
Allamakee, Fayette,  
Clayton

4/18-4/22: Humboldt,  
Wright, Webster,  
Hamilton

4/25-4/29: Kossuth,  
Winnebago, Hancock,  
Worth, Cerro Gordo,  
Franklin, Mitchell,  
Floyd, Butler, Osceola,  
O'Brien, Dickinson,  
Clay, Buena Vista,  
Emmet, Palo Alto,  
Pocahontas

## What's a Readiness Check?

During a readiness check we will stop by to make sure you are prepared for eWIC, and answer any questions you have about the process.

### WHAT ARE THEY SAYING??

We have been working on transitioning Central and South East Iowa to eWIC. So far, vendors are really enjoying the change!

#### Pro's:

- It's a lot faster at checkout.
- We aren't responsible for saying what's approved and what isn't.
- We don't have the hassle of dealing with checks.

#### Con's:

- Cashiers need additional training.
- Participants aren't sure what their benefits are.
- Items not ringing up in the lane.

#### Solution:

We are working with our participants to get better education on their benefits and knowing what is approved and what is not. As we roll out statewide, we anticipate there will be fewer and fewer items needing to be added to the APL

## CLAIMS PROCEDURE

The Claims Procedure for eWIC is automatic. Once the participant swipes their eWIC card, the request is sent electronically to the WIC Direct system. If the transaction occurs prior to 2PM, the claim will process that night and the payment will be distributed the next bank day (Monday-Friday). If the transaction occurs after 2PM, the claim will process with the transactions from the following

day, and payment will be distributed the next bank day. For transactions occurring on a Friday, Saturday, or Sunday, payment will be distributed the following Monday (as long as banks are open).



## STAND BESIDE SYSTEM



*FIS Stand Beside System*

The Stand Beside system hooks into your current system to process eWIC. If you are waiting to receive your Stand Beside system, need help installing it, or have any other technical questions, please contact the FIS help desk at:

(1 844) 234-4949

## INTEGRATED SYSTEM

An integrated system allows your card reader to process eWIC as well as all other forms of electronic payment (Mastercard, Visa, Snap, Gift Cards, etc.). If your store has an integrated system and you have technical questions, please contact:

Jim Chilcoat-Retail Relationship Manager CDP

Email: [jim.chilcoat@cdpehs.com](mailto:jim.chilcoat@cdpehs.com) Phone: 502-695-1999

Steven Jeantet-Deputy Project Manager CDP

Email: [steven.jeantet@cdpehs.com](mailto:steven.jeantet@cdpehs.com)

## EWIC AND CHECKS

If your store has already transitioned to eWIC, and a participant comes in with a check you may still accept the Check until the expiration date. You will likely be seeing checks until the last one in your area is redeemed.

If you have not transitioned to eWIC, and a participant comes in with an eWIC card you cannot accept payment. Suggest that the participant call their clinic to find vendors that accept eWIC.



*“Change is inevitable-except from a vending machine.”  
-Robert Gallagher*

## THANK YOU !

Transitioning from checks to eWIC is a huge change, and it comes with a few headaches along the way. We wanted to take a moment to thank you for your continued support and patience. WIC would never work without dedicated Managers, and Owners like yourself. We are still on schedule to complete our eWIC transition by the beginning of June and we look forward to an easier experience for our participants, and our vendors. Thank you for making it all possible.

- Staff in the State WIC Office.





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- (1) Mail: U.S. Department of Agriculture  
Office of the Assistant Secretary for Civil Rights  
1400 Independence Avenue, SW  
Washington, D.C. 20250-9410;
  - (2) Fax: (202) 690-7442; or
  - (3) Email: [program.intake@usda.gov](mailto:program.intake@usda.gov)
- This institution is an equal opportunity provider.

**Iowa Department of Public Health**

Attn: Iowa WIC Program  
Lucas State Office Building  
321 East 12th Street  
Des Moines, IA 50319-0075

Phone: 800-532-1579  
Fax: 515-281-4913

